

2010 NSPRA Contest Award Winners

The winners in the 2010 NSPRA Gold Medallion Awards, Publications and Electronic Media Contest, and Golden Achievement Awards competitions are listed below. NSPRA has listed the name of the person submitting the entry. He or she may or may not be its creator. For more information or copies of entries, please contact the person listed directly.

Gold Medallion Winners

The 2010 recipients of NSPRA's prestigious Gold Medallion Award, recognizing excellence in educational PR programs, are:

- **Arlington Public Schools**, Arlington, VA; Entry type: Special Communication Projects/Campaigns – *Snow Communications*, submitted by: Linda Erdos, Assistant Superintendent., School & Community Relations
- **Brevard Public Schools**, Viera, FL; Entry type: Crisis Communication – *Classrooms In Crisis*, submitted by: Christine Davis, Director, District Communications
- **Charlotte-Mecklenburg Schools**, Charlotte, NC; Entry type: Special Communication Projects/Campaigns – “*Play Fair*” *Athletic-Eligibility Campaign*, submitted by: Cynthia Robbins Shah-Khan, Media Relations Supervisor
- **Detroit Public Schools**, Detroit, MI; Entry type: Special Communication Projects/Campaigns – “*I’m In*” *Student Retention Campaign*, submitted by: Steve Wasko, APR, Executive Director, Public Relations
- **Peel District School Board**, Mississauga, ON; Entry type: Special Communication Projects/Campaigns – *Making My Way*, submitted by: Sylvia Link, APR, Manager of Communications
- **Simco Muskoka Catholic District School Board**, Barrie, ON; Entry type: Special Communication Projects/Campaigns – *Making Good Tracks*, submitted by: Diane Legg, Director of Communications & Public Affairs
- **Stanislaus County Office of Education**, Modesto, CA; Entry type: Special Communication Projects/Campaigns – *Fit for the Future*, submitted by: Judy Leitz, Communications Coordinator



Publications and Electronic Media Contest

Annual Reports

Excellence

- **DoDEA, Arlington, VA, 22203**; *Annual Report*; Frank O'Gara, Chief, Communications
- **Fort Worth ISD, Fort Worth, TX, 76107**; *Forth Worth ISD Annual Report*; Barbara Griffith-Moffett, Senior Communication Officer

- **Jefferson County Public Schools, Louisville, KY, 40209;** *Jefferson County Public Schools 2009 Annual Progress Report* ; Stephanie Bateman, Director of Communications
- **Montgomery County Intermediate Unit, Norristown, PA, 19403;** *2008 - Annual Report*; Kristen Rawlings, Director of Communications
- **Orange County Public Schools, Orlando, FL, 32801;** *Annual Report*; Dylan Thomas, Director of Community Relations
- **Twin Rivers USD, North Highlands, CA, 95660;** *Moving Forward Together*; Trinetta Marquis, Director of Communications

Merit

- **Beachwood City School District, Beachwood, OH, 44122-2298;** *Annual Report*; Michelle Burgess, Communications Director
- **Cherry Creek School District, Greenwood , CO, 80111;** *Shareholders Report*; Communication Services,
- **Dutchess County BOCES, Poughkeepsie, NY, 12603;** *2008 DSS Annual Report*; Anna Marie Paolercio, Director of Communications & Grant Research
- **Jeffco Public Schools, Golden, CO, 80401;** *Jeffco Public Schools Annual Report*; Marlene Desmond, Communications Manager
- **Newport News Public Schools, Newport News, VA, 23606;** *Report to the Community*; Thomas Stormer, Community Relations Specialist / Graphic Designer
- **Oconomowoc Area School District, Oconomowoc, WI, 53066;** *Learning & Living in Oconomowoc*; Derick Kiger, Director of Research, Technology & Assessment
- **Peel District School Board, Mississauga, ON, L5R 1C6;** *2009 Report to the Community*; Carla Pereira, Acting Communications Manager
- **Pine-Richland School District, Gibsonia, PA, 15044;** *2009-2010 Annual Report: Positively Pine-Richland*; Rachel Hathorn, School & Cmty Relations Coord.
- **Saint Paul Public Schools, Saint Paul, MN, 55102-3299;** *Saint Paul Public Schools Annual Report*; Christine Wroblewski, Chief Community Relations Officer
- **The Alexander Dawson School, Las Vegas, NV, 89135;** *Celebrating 10 Years: Annual Report*; Kristi Delynko, Communciations Manager

Honorable Mention

- **Bensenville School District 2, Bensenville, IL, 60106;** *Annual Report*; Terry Ryan, Community Relations Coord.
- **Caldwell County Schools, Lenoir, NC, 28645;** *Annual Report: Moving Ahead*; Libby Brown, Public Relations Director
- **Community Consolidated SD 181, Westmont, IL, 60559;** *Annual Report*; Rita DuChateau, Director of Communications
- **Cumberland County Schools, Fayetteville, NC, 28306;** *Get Connected to Your Future*; Jennifer Lowe, Communications Specialist

- **DSB of Niagara, St. Catharines, ON, L2R 7P4;** *2008-2009 Directors Annual Report*; Kim Yielding, Mgr., Comms. and Public Relations
- **Fayetteville Public Schools, Fayetteville, AR, 72702;** *The Only Constant is Change!*; Alan T. Wilbourn, Public Information Officer
- **Greece Central School District, Rochester, NY, 14615;** *Defining Our Vision*; Laurel Heiden, Community Relations Manager
- **Greenville City Schools, Greenville, TN, 37745;** *Small Town . . . World Class*; Robbie Mitchell, Professional Development Coordinator
- **Guilford County Schools, Greensboro, NC, 27401;** *Guilford County School Annual Report*; Lillian Govus, Communications Manager
- **Halifax Regional School Board, Dartmouth, NS, B2Y 4S8;** *Superintendent's Annual Reports to....2009*; Doug Hadley, Communications Coordinator
- **Irving Independent School District, Irving, TX, 75062;** *Annual Report*; Tony Thetford, Director of Public Information
- **Lower Moreland Township School District, Huntingdon Valley, PA, 19006;** *Lower Moreland Township School District "Keeping Our Focus on Excellence"*; Dina McCaffery, Public Relations Specialist
- **North Little Rock School District, North Little Rock, AR, 72115-0687;** *Success is in our Hands Annual Report 2008*; Shara Brazear, Communications Director
- **North Little Rock School District, North Little Rock, AR, 72115-0687;** *Annual Report to the Community 2009*; Shara Brazear, Communications Director
- **North Penn School District, Lansdale, PA, 19446;** *North Penn School District Educational Foundation Annual Report*; Christine Liberaski, Manager, Office of School/Cmty Engagement
- **Northwest ISD, Justin, TX, 76247;** *Northwest ISD 2010 Annual Report*; Melissa Shawn, Webmaster / Graphic Designer
- **Oakland Schools, Waterford, MI, 48328;** *Oakland Schools 2008-2009 District Service Report*; Danelle Gittus, Public Relations Specialist
- **Papillion-La Vista Schools, Papillion, NE, 68046;** *PLSD Annual Report* ; Kala Morrissey, Communication Specialist
- **Passaic County Technical Institute, Wayne, NJ, 7470;** *Annual Report*; Sandra Woods, Assistant to Superintendent
- **Pinellas County Schools, Largo, FL, 33779;** *Pinellas County Schools 2008 Annual Report*; Andrea Zahn, Director, Communications
- **School Wise Press, San Francisco, CA, 94112;** *District Accountability Report Card*; Steve Rees, President
- **Stanislaus Co Office of Ed, Modesto, CA, 95354;** *Stanislaus County Office of Education Annual Report*; Cynthia Fenech, Communications Coordinator
- **Sycamore Community Schools, Cincinnati, OH, 45242;** *Sycamore Community Schools Annual Report*; Erika Daggett, Chief Information Officer

- **Talbot County Public Schools, Easton, MD, 21601;** *Talbot County Public Schools Annual Report*; Pamela Heaston, Assistant Superintendent for Instruction
- **White Bear Lake Area Schools, White Bear, MN, 56379;** *White Bear Lake Area Schools Annual Report*; Marisa Vette, Communications Coordinator
- **York Catholic DSB, Aurora, ON, L4G 3G8;** *York Catholic District School Board Annual Report*; Chris Cable, Communications Manager
- **Clover Park School District, Lakewood, WA, 98499-1341;** *2009-2010 Annual Report*; Kimberly Prentice, Community Relations Director
- **Community Consolidated School District 146, Tuley Park, IL, 60477;** *Viewpoint 146*; Terri Stahulak, HR Specialist
- **Edina Public Schools, Edina, MN, 55424;** *Annual Report For Our Community*; Jolene Goldade, Communications Manager
- **St. Helens School District, St. Helens, OR, 97051;** *2008 - 2009 Report To The Community*; Marleen Zytniowski, Community Relations Secretary

Audio/Visual Programs & Presentations

Excellence

- **Chesterfield County Public Schools, Chesterfield, VA, 23832;** *Designed for Excellence*; Tim Bullis, Director, Community Relations
- **Denver Public Schools, Denver, CO, 80203;** *Traffic Safety DVD Series*; Stephen Finley, Director of Risk Management
- **Edmonton Catholic Schools, Edmonton, Alberta, T5K 1C2;** *District Music Video*; Allan Au, Multimedia Production Specialist
- **Guilford County Schools, Greensboro, NC, 27401;** *We Are Guilford County Schools*; Jennifer Brooks, Program Administrator - Broadcast
- **Gwinnett County Public Schools, Suwanee, GA, 30024-2978;** *The Road to Broad*; Sloan Roach, Exec. Dir., Comm. & Media Relations
- **Gwinnett County Public Schools, Suwanee, GA, 30024-2978;** *What is the School Effect?;* Sloan Roach, Exec. Dir., Comm. & Media Relations
- **Gwinnett County Public Schools, Suwanee, GA, 30024-2978;** *You Were There*; Sloan Roach, Exec. Dir., Comm. & Media Relations
- **McAllen Independent School District, McAllen, TX, 78501;** *Let's Talk/Platiquemos*; Norma Zamora-Guerra, Community Information Director
- **McAllen Independent School District, McAllen, TX, 78501;** *Student Ambassadors*; Norma Zamora-Guerra, Community Information Director
- **Shawnee Mission School District, Shawnee Mission, KS, 66217;** *2009 State of the District Presentation*; Leigh Anne Neal, Dir., Public Info & Comms.
- **Virginia Beach City Public Schools, Virginia Beach, VA, 23456-0038;** *How in the World*; Eileen Cox, Public Relations Coordinator

Merit

- **Aurora Public Schools, Aurora, CO, 80011-6297;** *Preparing for CSAP (Elementary)*; Georgia Duran, Chief Communication Officer

- **Colonial Instructional Television, Plymouth Meeting, PA, 19462**; *Mission Possible: Colonial School District Security Report*; Kim Newell, Assistant PR Coordinator
- **DSB of Niagara, St. Catharines, ON, L2R 7P4**; *DSB of Niagara Radio Commercial*; Brett Sweeney, Media Relations Officer
- **ESC of Central Ohio, Columbus, OH, 43219**; *National Academy of Superintendents*; Aaron Reinheld, Communication Manager
- **Fort Bend ISD, Sugar Land, TX, 77479**; *What Does an IB Learner look like?*; Mary Ann Simpson, Chief Communications Officer
- **Grand Island Public Schools, Grand Island, NE, 68802-4904**; *Grand Island Senior High School Video*; Carol Bryant, Public Relations Coordinator
- **Highland Park ISD, Dallas, TX, 75205-1061**; *First Day Video*; Helen Williams, Director of Communications
- **Jefferson County Public Schools, Louisville, KY, 40209**; *Jefferson County Public Schools HINI Video*; Stephanie Bateman, Director of Communications
- **Ladue School District, St. Louis, MO, 63124**; *Superintendent's Advisory Council*; Susan Dielmann, Director of Communications
- **Orange County Public Schools, Orlando, FL, 32801**; *Alternative Education "Centers for Success" School to Work Promo*; Dylan Thomas, Director of Community Relations
- **Pittsford Central School District, Pittsford, NY, 14534**; *"MidKnight For Life"*; Scott Reinhart, Principal of Calkins Road Middle School
- **Shaker Heights City School District, Shaker Heights, OH, 44120**; *The President Comes to Shaker*; Peggy Caldwell, Director of Communications
- **South Kitsap School District, Port Orchard, WA, 98366**; *2009 Back to School Video*; Aimee Warthen, Director, Community Relations
- **Stanislaus Co Office of Ed, Modesto, CA, 95354**; *Success Starts Here - Video*; Judy Leitz, Communications Coordinator
- **Stanislaus Co Office of Ed, Modesto, CA, 95354**; *Fit for the Future*; Judy Leitz, Communications Coordinator
- **Upper Canada District School Board, Brockville, ON, K6V 5X1**; *Moving Towards 90%*; Terry Simzer, Manager of Communications
- **Vancouver Public Schools, Vancouver, WA, 98661**; *Maintenance & Operations Levy Video*; Thomas R. Hagley, Executive Director, Community & Gov't Relations
- **Virginia Beach City Public Schools, Virginia Beach, VA, 23456**; *"Making a Difference" Video*; Heather Allen, Partnership Coordinator
- **Virginia Beach City Public Schools, Virginia Beach, VA, 23456-0038**; *Learning Walks*; Eileen Cox, Public Relations Coordinator
- **Westonka Schools ISD 277, Minnetrista, MN, 55364**; *The Westonka Edge*; Mary Pat McNeil, Marketing Consultant
- **Yonkers Public Schools, Yonkers, NY, 10701**; *Yonkers Public Schools Leadership Awards*; Jerilynne Fierstein, Director of Public Information

- **York County School Division, Yorktown, VA, 23692;** *Tech Kids in "The Cyberbully Zone"*; Betsy Overkamp-Smith, Community and Public Relations Officer
- **Charles County Public Schools, La Plata, MD, 20646;** *21st Century Teaching and Learning*; Steven Sprouse, Digital Communications Specialist
- **Charlotte-Mecklenburg Schools, Charlotte, NC, 28202;** *Graduation 2009*; Donald Tate, Station Manager
- **Upper Canada District School Board, Brockville, ON, K6V 5X1;** *Welcome to Upper Canada District School Board*; Terry Simzer, Manager of Communications

Honorable Mention

- **Arlington Public Schools, Arlington, VA, 22207;** *Arlington Public Schools Snapshots - Early Identification Program (EIP)*; Linda Erdos, Asst. Supt., School & Community Relations
- **Atlanta Public Schools, Atlanta, GA, 30316;** *2010 Atlanta Public Schools Convocation*; Scott King, Media Production Manager
- **Bensenville School District 2, Bensenville, IL, 60106;** *Spotlight: Academic Progress*; Terry Ryan, Community Relations Coord.
- **Bloomfield Hills Schools, Bloomfield Hills, MI, 48302;** *Bloomfield Hills Schools Alumni Video*; Betsy Erikson, Director of Communications
- **Clarksville-Montgomery Co Schs, Clarksville, TN, 37040-4012;** *JROTC Leadership Camp*; Elise Shelton, Chief Communications Officer
- **Colonial Instructional Television, Plymouth Meeting, PA, 19462;** *Learning 21st Century Skills*; Kim Newell, Assistant PR Coordinator
- **Corpus Christi ISD, Corpus Christi, TX, 78403;** *100 Year Documentary*; Lorette Williams, Director of Communications
- **Fairfax County Public Schools, Falls Church, VA, 22042;** *SchoolScene #11 - Public Information television program*; Lori Knickerbocker, Senior Communications Specialist
- **Falls Church City Public Schools, Falls Church, VA, 22046;** *Falls Church City Public Schools 60th Anniversary Retrospective*; Karen Acar, Communications Director
- **Falls Church City Public Schools, Falls Church, VA, 22046;** *Mount Daniel Kindergarten Experience*; Karen Acar, Communications Director
- **Gilbert Public Schools, Gilbert, AZ, 85296;** *Plan PSA Series*; Dianne Bowers, Director, Marketing & Public Relations
- **Grapevine-Colleyville ISD, Grapevine, TX, 76051;** *Grapevine-Colletville ISD "Rascals" Our Mission is to be the Best!*; Daniel Delgado, Multimedia Producer
- **Independence School District, Independence, MO, 64055;** *School Bond*; Nancy Lewis Harmon, Director of Public Relations
- **Independence School District, Independence, MO, 64055;** *Step One*; Nancy Lewis Harmon, Director of Public Relations

- **Jeffco Public Schools, Golden, CO, 80401; *Technology Presentation***; Lorie Hirose, Media Production Specialist
- **LA Co Office of Ed, Downey, CA, 90242; *LACOEView***; Frank Kwan, Director of Communications
- **Lower Moreland Township School District, Huntingdon Valley, PA, 19006; *"You Make a Difference"***; Dina McCaffery, Public Relations Specialist
- **McAllen Independent School District, McAllen, TX, 78501; *Row Your Boat***; Norma Zamora-Guerra, Community Information Director
- **McAllen Independent School District, McAllen, TX, 78501; *State Teacher of the Year***; Norma Zamora-Guerra, Community Information Director
- **North Penn School District, Lansdale, PA, 19446; *Words of Wisdom***; Robert Gillmer, Coordinator of Communications Media
- **Pharr-San Juan-Alamo ISD, San Juan, TX, 78589; *Memorial High School Highlights***; Mariana Romero, Television Specialist
- **Piscataway BOE, Piscataway, NJ, 8854; *Piscataway BOE 2009-10 Proposed School Budget***; Teresa Rafferty, Cmty Ed Coord.\Outreach
- **Questar III BOCES, Castleton on Hudson, NY, 12033; *Questar III Strategic Planning Video***; Dan Sherman, Communications Specialist
- **School District 2, Moncton, NB, E1E 4C9; *School To Work Transition Video***; Aubrey Kirkpatrick, Dir. Finance, Admn. & Comms
- **South Kitsap School District, Port Orchard, WA, 98366; *SK Road Trip***; Aimee Warthen, Director, Community Relations
- **Tyler ISD, Tyler, TX, 75701; *Convocation Video Music***; Mary Angela Jenkins, Director of Communications
- **Virginia Beach City Public Schools, Virginia Beach, VA, 23456-0038; *Compass to 2015 Video Library***; Eileen Cox, Public Relations Coordinator
- **Yonkers Public Schools, Yonkers, NY, 10701; *We Are Yonkers Public Schools***; Jerilynne Fierstein, Director of Public Information
- **Atlanta Public Schools, Atlanta, GA, 30303; *Atlanta Public Schools Today: International Programs***; Luana Slaughter, Telecommunications Specialist
- **Middletown City Schools, Middletown, OH, 45044; *Middletown City Schools Promotion***; Debbie Alberico, Communications/Community Relations
- **Yonkers Public Schools, Yonkers, NY, 10701; *Show The Love***; Jerilynne Fierstein, Director of Public Information

Branding/Image Package

Excellence

- **Charlotte-Mecklenburg Schools, Charlotte, NC, 28202; *"Got the Shot?" Immunization Campaign***; Cynthia Robbins Shah-Khan, Media Relations Supervisor

- **Elk River Area School District, Elk River, MN, 55330; ISD 728 Branding;** Casey Mahon, Manager of Communications
- **Fairfax County Public Schools, Annadale, VA, 22003; Unified Prevention 2009 Conference;** Pam Martin, Manager, Multimedia Design
- **Fort Bend ISD, Sugar Land, TX, 77479; Fifty Years of Promising Futures;** Mary Ann Simpson, Chief Communications Officer
- **Oakland Schools, Waterford, MI, 48328; Oakland Schools Technical Campus Marketing Material;** Paula Todd, Career Focused Education

Merit

- **Atlanta Public Schools, Atlanta, GA, 30303; Atlanta Public Schools: Journey to Excellence;** Charlotte Napper, Graphic Designer
- **Cherry Creek School District, Greenwood Village, CO, 80111; Team;** Steve Cross, Graphic Designer
- **Cherry Creek School District, Greenwood, CO, 80111; Energy Star;** Communication Services,
- **Cherry Creek School District, Greenwood, CO, 80111; Investing in Excellence;** Communication Services,
- **Corpus Christi ISD, Corpus Christi, TX, 78403; 100th Year Anniversary Celebration;** Lorette Williams, Director of Communications
- **Fairfax County Public Schools, Annadale, VA, 22003; Best Practices for Teaching & Learning;** Pam Martin, Manager, Multimedia Design
- **Peel District School Board, Mississauga, ON, L5R 1C6; We Welcome The World Centre Branding;** Danielle Norris, Communication Specialist
- **York County School Division, Yorktown, VA, 23692; Logo Guide;** Betsy Overkamp-Smith, Community and Public Relations Officer
- **Ogden City School District, Ogden, UT, 84401; Ogden School District Branding/Image Package;** Jeanette Pascoe, Public Relations Specialist

Honorable Mention

- **Berkley Schools, Oak Park, MI, 48237; The Berkley Brand;** Shira Good, Communications Supervisor
- **Coppell Independent School District, Coppell, TX, 75019; Coppell ISD is.....;** Tamerah Ringo, Director of Communications/PR
- **DSB of Niagara, St. Catharines, ON, L2R 7P4; Reach Your Potential - High School Open House;** Kim Yielding, Mgr., Comms. and Public Relations
- **Irving Independent School District, Irving, TX, 75062; Irving Independent 100 Years of Learning;** Tony Thetford, Director of Public Information
- **Newport News Public Schools, Newport News, VA, 23606; Business and Education Summit;** Thomas Stormer, Community Relations Specialist / Graphic Designer
- **Springdale Arkansas School District, Springdale, AR, 72765; 1st Annual Springdale Student Film and Multimedia Festival;** Rick Schaeffer, Communications Director

- **St. Tammany Parish Public Schools, Covington, LA, 70434; STAR Employee Discount Program;** Meredith Mendez, Director of Communications/Public Information
- **Jefferson County Public Schools, Louisville, KY, 40209; GO Public ;** Stephanie Bateman, Director of Communications

Calendar

Excellence

- **Clarksville-Montgomery County Schools, Clarksville, TN, 37040-4012; Calendar;** Elise Shelton, Chief Communications Officer
- **DSB of Niagara, St. Catharines, ON, L2R 7P4; 2009/2010 School Year Calendar;** Kim Yielding, Mgr., Comms. and Public Relations
- **Mukilteo School District, Everett, WA, 98204; Calendar;** Andrew Muntz, Mgr., Communications & PR
- **Orono Public Schools, Long Lake, MN, 55356; Our children. Our schools. Our future.;** Gary Kubat, Director of Communications
- **Pell District School Board, Mississauga, ON, L5R 1C6; 2010 Character Attributes Calendar;** Alison Farbar, Communications Spec.
- **Pine-Richland School District, Gibsonia, PA, 15044; 2009-2010 Activities Calendar: The Art of Education;** Rachel Hathhorn, School & Cmty Relations Coord.
- **Sycamore Community Schools, Cincinnati, OH, 45242; Sycamore Community Schools Calendar;** Erika Daggett, Chief Information Officer

Merit

- **Clover Park School District, Lakewood, WA, 98499-1341; Calendar;** Kimberly Prentice, Community Relations Director
- **Elk River Area School District, Elk River, MN, 55330; 2009-2010 District Calendar ;** Casey Mahon, Manager of Communications
- **Millard School District, Omaha, NE, 68137; Growing up Millard;** Amy Friedman, Director of Communications
- **Nordonia Hills City Schools, Northfield, OH, 44067; 2009-2010 School Calendar;** Patricia Koslo, Public Information Officer
- **Questar III BOCES, Castleton on Hudson, NY, 12033; Questar III Calendar;** Dan Sherman, Communications Specialist
- **Questar III BOCES, Castleton on Hudson, NY, 12033; Troy CSD Calendar;** Dan Sherman, Communications Specialist
- **Souderton Area School District, Souderton, PA, 18964; 2009 - 2010 Activities Calendar;** Karen Giannini, Coord., Community Rels.
- **The Elyria City School District, Elyria, OH, 44035; 2009-2010 Elyria Schools Calendar;** Amy Higgins, Comms. & Public Affairs Coord.
- **White Bear Lake Area Schools, White Bear, MN, 56379; White Bear Lake Area Schools 2009-2010 Academic School Year Calendar;** Marisa Vette, Communications Coordinator

Honorable Mention

- **Albemarle County Public Schools, Charlottesville, VA, 22902;** *12 Month Division Calendar;* Maury Brown, Communications Coordinator
- **Broadalbin-Perth Central Schools, Broadalbin, NY, 12095;** *2009-2010 Broadalbin-Perth Calendar;* Michele Kelley, Public Information Specialist
- **Buffalo-Hanover-Montrose School District, Buffalo, MN, 55313;** *Buffalo - Hanover - Montrose Calendar;* Laura Barta, Communications Coordinator
- **Cherry Creek School District, Greenwood , CO, 80111;** *Calendar;* Communication Services,
- **Cleveland Metropolitan SD, Cleveland, OH, 44114;** *'Path to Premier';* Roseann Canfora, Publication Manager
- **Colonial School District, Plymouth Meeting, PA, 19462;** *Colonia School District 2009-2010 Activities Calendar;* David M. Sherman, Community Relations Coordinator
- **Denver Public Schools, Denver, CO, 80203;** *2009 - 2010 Denver Public Schools Safety and Health Calendar;* Stephen Finley, Director of Risk Management
- **Dutchess County BOCES, Poughkeepsie, NY, 12603;** *2009-2010 BOCES Calendar;* Anna Marie Paolercio, Director of Communications & Grant Research
- **Fayetteville - Manlius Schools, Manlius, NY, 13104;** *21st Century Learning;* Christopher Iven, Communications Specialist
- **Greece Central School District, Rochester, NY, 14615;** *Calendar and Handbook;* Tammy Nucci, Communications Assistant
- **Guilderland Central School District, Guilderland, NY, 12084;** *2009-2010 District Calendar;* Amy Zurlo, Communications Specialist
- **Lake Stevens School District, Lake Stevens, WA, 98258;** *Calendar / Handbook;* Arlene Hulten, Director of Community Relations
- **Lower Merion School District, Ardmore, PA, 19003;** *Lower Merion School District Calendar;* Douglas Young, Director of School & Community Relations
- **Nassau BOCES, Garden City, NY, 11530-9195;** *Nassau BOCES Master Calendar 2009-2010;* Mary Quinn, Executive Director
- **New Philadelphia City Schools, New Philadelphia, OH, 44663;** *Dare to Dream;* Charlyn Menapace, Public Relations Coordinator
- **North Allegheny School District, Pittsburgh, PA, 15237;** *2009 - 2010 Activities Calendar;* Jocelyn Ed, Dir., Comms. & PR
- **North Colonie Central Schools, Lathan, NY, 12110;** *2009-2010 District Calendar;* Stephen King, Public Information Specialist
- **Pasco School District #1, Pasco, WA, 99301;** *I Am Pasco Schools (Calendar) ;* Courtney Stenson, Director, Public Affairs

- **Passaic County Technical Institute, Wayne, NJ, 7470;** *Passaic County Technical Institute Calendar*; Sandra Woods, Assistant to Superintendent
- **Pittsford Central School District, Pittsford, NY, 14534;** *2009 - 2010 Schedules & Events*; Nancy Wayman, Director of Communications
- **PSJA ISD, Pharr, TX, 78577;** *Pharr-San Juan-Alamo is Stepping Up! Calendar 2009-2010*; Arianna Vazquez-Hernandez, Public Information Officer
- **Schenectady City Schools, Schenectady, NY, 12303;** *Schenectady City Schools: Coming Full Circle Calendar*; Skye Heritage, Public Information Specialist
- **School District of Clayton, Clayton, MO, 63105;** *Building Character Calendar*; Christopher Tennill, Chief Communications Officers
- **Southern Westchester BOCES, Elmsford, NY, 10523;** *Greenburgh Central School District No. 7 Calendar*; Debra Keiser, Public Relations Specialist
- **St. Charles Parish Public Schools, Luling, LA, 70070;** *St. Charles Parish Public Schools Calendar*; Rochelle Cancienne-Touchard, Director of Public Information
- **The Alexander Dawson School, Las Vegas, NV, 89135;** *2009-2010 Dawson Dining Calendar*; Kristi Delynko, Communications Manager
- **Utica City School District, Utica, NY, 13501;** *"2009-2010 Utica City School District Calendar"*; Angela Elefante, Director of Media Communications
- **Westside Community Schools, Omaha, NE, 68114;** *The "We" in Westside*; Peggy Rupprecht, Director of Communications
- **Yonkers Public Schools, Yonkers, NY, 10701;** *2009-2010 School Calendar & Handbook*; Jerilynne Fierstein, Director of Public Information
- **Community Consolidated School District 146, Tuley Park, IL, 60477;** *Calendar and Handbook 2009-10*; Terri Stahulak, HR Specialist
- **Highland Local School District, Medina, OH, 44256;** *2009-2010 District Calendar*; Dawn Marzano, Director of Communications

Electronic Newsletters – External Audience

Excellence

- **Shawnee Mission School District, Shawnee Mission, KS, 66217;** *Connection Electronic Newsletter*; Leigh Anne Neal, Dir., Public Info & Comms.

Merit

- **Clayton County Public Schools, Jonesboro, GA, 30236;** *The Daily View*; Jerry Jackson, Communications Assistant
- **Eden Prairie Schools, Eden Prairie, MN, 55344;** *Eden Prairie Schools Email News*; Camie Melton Hanily, Director of Communications
- **Fairfax County Public Schools, Falls Church, VA, 22042;** *Familygram*; Andy Grunig, Communications Specialist

- **Nassau BOCES, Garden City, NY, 11530-9195;** *Nassau BOCES Focus*; Mary Quinn, Executive Director
- **Northwest ISD, Justin, TX, 76247;** *Northwest News*; Lesley Weaver, Director of Communications
- **School District of Clayton, Clayton, MO, 63105;** *E-News*; Christopher Tennill, Chief Communications Officers
- **Upper St. Clair School District, Upper St. Clair, PA, 15241;** *December 2009 e - BLAST*; John Bornyas, Dir., of Operation, Com. Relations & Spec Proj.
- **York Catholic DSB, Aurora, ON, L4G 3G8;** *York Catholic District School Board e-news you can use*; Chris Cable, Communications Manager
- **Warick Valley Central School District, Warick, NY, 10990;** *Warwick Valley Central School District E-newsletter Series*; Maureen Westphal, Communications Specialist

Honorable Mention

- **Elk River Area School District, Elk River, MN, 55330;** *E-Connection*; Casey Mahon, Manager of Communications
- **Fairfax County Public Schools, Falls Church, VA, 22042;** *The Bottom Line*; Andy Grunig, Communications Specialist
- **LA Co Office of Ed, Downey, CA, 90242;** *School Safety Bulletins*; Frank Kwan, Director of Communications
- **Newport News Public Schools, Newport News, VA, 23606;** *Newslines*; Marguerite Hargreaves, Writer
- **Quakertown Community School District, Quakertown, PA, 18951;** *QCommunique*; Erica Stein, Community Relations Coordinator

Electronic Newsletters – Internal Audience

Merit

- **Jefferson County Public Schools, Louisville, KY, 40209;** *Monday Memo*; Stephanie Bateman, Director of Communications

Honorable Mention

- **Capital Region BOCES, Albany, NY, 12205;** *BOCES Insider*; Megan Allen, Communications Specialist
- **Dallastown Area School District, Dallastown, PA, 17313-9242;** *Superintendent's Weekly*; Lori Hartman, Director of Community and Public Relations
- **Elk River Area School District, Elk River, MN, 55330;** *Staff Happenings*; Casey Mahon, Manager of Communications

Excellence in Writing

Excellence

- **Hurst-Euless-Bedford Independent School District, Bedford, TX, 76022;** *"The Benefits of IB"*; Judy Ramos, Director of Communications
- **Northeast Washington EDS 101, Spokane, WA, 99223;** *Pullman Grad Takes Flight*; Steve Witter, Executive Director
- **Ohio School Boards Association, Columbus, OH, 43235-6482;** *From Failure to Fulfillment*; Gary Motz, Communications Specialist
- **Peel District School Board, Mississauga, ON, L5R 1C6;** *2009 Starting Point Speech*; Sylvia Link, Manager of Communications

Merit

- **California School Board Association, West Sacramento, CA, 95691;** *Cracking the Code*; Kristi Garrett, Writer
- **California School Board Association, West Sacramento, CA, 95691;** *Progress Report*; Kristi Garrett, Writer
- **Fayetteville - Manlius Schools, Manlius, NY, 13104;** *"District Residents Speak...."*; Christopher Iven, Communications Specialist
- **Fayetteville - Manlius Schools, Manlius, NY, 13104;** *"Fayetteville Elementary Students...."*; Christopher Iven, Communications Specialist
- **Guilford County Schools, Greensboro, NC, 27401;** *New Media Mayhem*; Nora Carr, Chief of Staff
- **Highland Park ISD, Dallas, TX, 75205-1061;** *Highland Park ISD Freshman Creates iPhone App*; Helen Williams, Director of Communications
- **Newport News Public Schools, Newport News, VA, 23606;** *School Bus Road-e-o*; Marguerite Hargreaves, Writer
- **Northeast Washington EDS 101, Spokane, WA, 99223;** *Teacher of the Year*; Steve Witter, Executive Director
- **Northwest ISD, Justin, TX, 76247;** *Haitian-Born Teacher Ignites Medical Supply Drive*; Angela Scott, Communications Specialist
- **Richland School District, Richland, WA, 99352;** *"Contributing to Society Begins with Learning"*; Steven Aagaard, Communications Director

Honorable Mention

- **California School Board Association, West Sacramento, CA, 95691;** *Class Acts, Serendipity and the Rest of the Story*; Brian Taylor, Managing Editor
- **Charlotte-Mecklenburg Schools, Charlotte, NC, 28202;** *"Six White Papers"*; Dail Willis, Senior Writer/Editor
- **Guilford County Schools, Greensboro, NC, 27401;** *Managing Manufactured Crises*; Nora Carr, Chief of Staff
- **Guilford County Schools, Greensboro, NC, 27401;** *Addressing the Achievement Gap in Guilford County Schools*; Jennifer Landes, Program Administrator - Comms.
- **Guilford County Schools, Greensboro, NC, 27401;** *University of North Carolina at Greensboro - School of Education Graduation Speech*; Jennifer Landes, Program Administrator - Comms.

- **Hamilton-Wentworth District School Board, Hamilton, ON, L8P 1H6;** *Movember*; Sue Phillips, Corporate Communications Department
- **Highland Park ISD, Dallas, TX, 75205-1061;** *Class Rank Message*; Helen Williams, Director of Communications
- **Highland Park ISD, Dallas, TX, 75205-1061;** *Preparing Our Children to be 21st Century Leaders*; Helen Williams, Director of Communications
- **Marion County Public Schools, Ocala, FL, 34478;** *"Back to School" forum*; Kevin Christian, Public Relations Officer & TV Media Prod. Coord.
- **North East ISD, San Antonio, TX, 78217;** *Adapted P.E. opens doors to new possibilities*; Kristina Martinez, Publication Specialist
- **Puyallup School District, Puyallup, WA, 98372;** *Students Show Respect and Appreciation for Fallen Officer*; Susan Gifford, Communications Specialist
- **Southern Westchester BOCES, Elmsford, NY, 10523;** *Former Incarcerated Youth Gets Second Chance at a Meaningful Life*; Colette Connolly, Public Relations Assistant
- **Southern Westchester BOCES, Elmsford, NY, 10523;** *Nurses Make Everything All Better*; Suzanne Davis, Public Relations Assistant
- **Springdale Arkansas School District, Springdale, AR, 72765;** *Bayyari Intern's Desire to Teach Born in Iraq*; Rick Schaeffer, Communications Director
- **Springdale Arkansas School District, Springdale, AR, 72765;** *Elmdale Nurse Serves in Haiti Earthquake*; Rick Schaeffer, Communications Director

Finance Publications/Presentations

Excellence

- **Orange County Public Schools, Orlando, FL, 32801;** *2009-2010 Budget Facts*; Dylan Thomas, Director of Community Relations

Merit

- **Fairfax County Public Schools, Annadale, VA, 22003;** *ERFC Annual Report & Summary Report*; Pam Martin, Manager, Multimedia Design
- **Fox Chapel Area School District, Pittsburgh, PA, 15238;** *"FCASD Community Newsletter - 2009 Budget Issue"*; Bonnie Berzonski, Coordinator of Communications
- **Granite School District, Salt Lake City, UT, 84115;** *Bond Election November 3, 2009*; Ben Horsley, Dir., Comms. & Mktng
- **Greece Central School District, Rochester, NY, 14615;** *Audit Aftermath*; Laurel Heiden, Community Relations Manager
- **Half Hollow Hills Central School District, Dix Hills, NY, 11746;** *Budget Handbook*; Sheldon Karnilow, Superintendent of Schools
- **Half Hollow Hills Central School District, Dix Hills, NY, 11746;** *Budget Issue - May 2009*; Sheldon Karnilow, Superintendent of Schools

Honorable Mention

- **Central Kitsap School District, Silverdale, WA, 98383;** *School Support Levy Replacement*; David Beil, Director of Community Relations
- **Mohonasen Central School District, Rotterdam, NY, 12303;** *Mohonasen Central School District 2009-2010 Budget Communications*; Adrienne Leon, Communications Specialist
- **Nassau BOCES, Garden City, NY, 11530-9195;** *Sewanhaka Scoop Budget Edition*; Mary Quinn, Executive Director
- **Pittsford Central School District, Pittsford, NY, 14534;** *Budget Newsletter*; Nancy Wayman, Director of Communications

Handbooks

Excellence

- **Atlanta Public Schools, Atlanta, GA, 30303;** *2010 Guidebook*; M.V. Johnson, Director of Communications
- **Gaston County Schools, Gastonia, NC, 28053;** *Gaston County Schools Curriculum Guide 2010-2011*; Bonnie Reidy, Chief Communications Officer
- **Orange County Public Schools, Orlando, FL, 32801;** *PREO*; Dylan Thomas, Director of Community Relations

Merit

- **Albemarle County Public Schools, Charlottesville, VA, 22902;** *School Talk*; Maury Brown, Communications Coordinator
- **Arlington Public Schools, Arlington, VA, 22207;** *Guidebooks (Elementary, Middle and High School) English and Spanish*; Linda Erdos, Asst. Supt., School & Community Relations
- **Community Consolidated School District 62, Des Plaines, IL, 60016;** *Kindergarten Handbook*; Mindy Ward, Director of Community Relations
- **Edmonton Catholic Schools, Edmonton, Alberta, T5K 1C2;** *Student Transportation Guide*; Annette Ferguson, Graphic Designer
- **Prince William County Public Schools, Manassas, VA, 20108;** *High School Program Opportunities*; Kenneth Blackstone, Director of Communication Services
- **Union County Public Schools, Monroe, NC, 28112;** *K-5 Goals and Objectives Handbooks*; Luan Ingram, Chief Communications Officer
- **Union County Public Schools, Monroe, NC, 28112;** *Union County Public Schools 2010 Kindergarten Handbook*; Luan Ingram, Chief Communications Officer

Honorable Mention

- **Chesterfield County Public Schools, Chesterfield, VA, 23832;** *2009-2010 Parent Handbook*; Tim Bullis, Director, Community Relations
- **Highland Local School District, Medina, OH, 44256;** *2009-2010 Student Handbook*; Dawn Marzano, Director of Communications

- **Indian Prairie CUSD 204, Naperville, IL, 60504;** *2010 High School Course Catalog*; Janet Buglio, Director of Communications
- **Prince William County Public Schools, Manassas, VA, 20108;** *2009-10 Information Guide*; Kenneth Blackstone, Director of Communication Services
- **Union County Public Schools, Monroe, NC, 28112;** *Union County Public Schools 2009-2010 Middle School Handbook*; Luan Ingram, Chief Communications Officer
- **Union County Public Schools, Monroe, NC, 28112;** *Union County Public Schools High School Program of Studies Handbook*; Luan Ingram, Chief Communications Officer
- **Virginia Beach City Public Schools, Virginia Beach, VA, 23456;** *2009-2010 Elementary Parent/Student Handbook*; Nancy Soscia, Public Relations Coordinator
- **Virginia Beach City Public Schools, Virginia Beach, VA, 23456;** *My Year in Kindergarten - School Year 2009-2010*; Nancy Soscia, Public Relations Coordinator

Internet/Intranet Web Sites

Excellence

- **Charles County Public Schools, La Plata, MD, 20646;** *www.ccboe.com*; Steven Sprouse, Digital Communications Specialist
- **Pittsburgh Public Schools, Pittsburgh, PA, 15213;** *Pittsburgh Public Schools Web Site (www.pps.k12.pa.us)*; Lynne Turnquist, Public Communications Manager
- **Prince William County Public Schools, Manassas, VA, 20108;** *www.pwcs.edu/BattfieldHS*; Mary Anne Billingsley, Webmaster
- **Virginia Beach City Public Schools, Virginia Beach, VA, 23456;** *"On the Mark" (http://blogs.vbschools.com/vbschools/)*; Kathleen O'Hara, Assistant Superintendent
- **Virginia Beach City Public Schools, Virginia Beach, VA, 23456;** *Web Site vbschools.com (www.vbschools.com)*; Nancy Soscia, Public Relations Coordinator

Merit

- **Atlanta Public Schools, Atlanta, GA, 30303;** *www.atlantapublicschools.us*; Stephen Alford, Director of Communications
- **Chesterfield County PS, Chesterfield, VA, 23832;** *Web Site http://chesterfield.k12.va.us*; Tim Bullis, Director, Community Relations
- **Clarksville-Montgomery Co Schs, Clarksville, TN, 37040-4012;** *Focus Web Site - http://focus.cmcss.net*; Elise Shelton, Chief Communications Officer
- **DSB of Niagara, St. Catharines, ON, L2R 7P4;** *DSBN Earth Hour Web Site - www.dsb.org/earthhour*; Kim Yielding, Mgr., Comms. and Public Relations

- **Falls Church City Public Schools, Falls Church, VA, 22046; *The Vault*;**
Karen Acar, Communications Director
- **Hurst-Euless-Bedford ISD, Bedford, TX, 76022; www.hebisd.edu ;** Carolyn Marcantel, Webmaster
- **Long Beach Unified School District, Long Beach, CA, 90810;**
www.lbschools.net; Chris Eftychiou, Public Information Director
- **Mentor Public Schools, Mentor, OH, 44060; *Mentor Public Schools Web Site*;** Justin Maynor, Community Relations Coordinator
- **South Colonie Central Schools, Albany, NY, 12205;**
www.southcolonieschools.org; John Noetzel, Communications Coordinator
- **The Alexander Dawson School, Las Vegas, NV, 89135; *The Alexander Dawson School Website*;** Kristi Delynko, Communications Manager
- **Union County Public Schools, Monroe, NC, 28112; *Union County Public Schools Web Site*;** Luan Ingram, Chief Communications Officer
- **York County School Division, Yorktown, VA, 23692;**
<http://yorkcountyschools.org/>; Betsy Overkamp-Smith, Community and Public Relations Officer

Honorable Mention

- **Beachwood City School District, Beachwood, OH, 44122-2298;**
Beachwood Schools Web Site; Michelle Burgess, Communications Director
- **Clarksville-Montgomery County Schools, Clarksville, TN, 37040-4012;**
www.cmcss.net/educationfoundation; Elise Shelton, Chief Communications Officer
- **Oakland Schools, Waterford, MI, 48328; *Oakland Schools Conference Center Web Site* (www.osevents.org);** Kristin Clippert, Product Sales & Marketing
- **Penn Hills School District, Pittsburgh, PA, 15235; *Penn Hills***
www.phsd.k12.pa.us; Teresita Kolenchak, Public Relations Coordinator
- **Questar III BOCES, Castleton on Hudson, NY, 12033; *Brunswick CSD Web Site*;** Dan Sherman, Communications Specialist
- **Rockwood School District, Wildwood, MO, 63038-1431; *District Web Site***
www.rockwood.k12.mo.us; Kim Cranston, Chief Communications Officer
- **St. Helens School District, St. Helens, OR, 97051; *St. Helens School District Web Site*;** Marleen Zytniowski, Community Relations Secretary
- **Eagle Co School District, Eagle, CO, 81631; www.eagleschools.net;** Brooke Skjonsby, Director of Communications

Magazines

Excellence

- **AASA, Arlington, VA, 22203; *The School Administrator - March 2009*;** Jay Goldman, Editor, *The School Administrator*

- **Illinois Mathematics & Science Academy, Aurora, IL, 60506-1000;** *Illinois Mathematics and Science Academy 360 Spring 2009*; Brenda Buschbacher, Coordinator of Public Information

Merit

- **California School Board Association, West Sacramento, CA, 95691;** *California Schools, Fall 2009*; Brian Taylor, Managing Editor
- **Harris County Department of Education, Houston, TX, 77022-5618;** *Imprint Magazine*; Tammy Lanier, Director, Communications and Public Information
- **Minnetonka Public Schools, Minnetonka, MN, 55345;** *Minnetonka Alumni Magazine*; Janet Swiecichowski, Exec. Director, Communications
- **School District 2, Moncton, NB, E1E 4C9;** *Achieve Magazine*; Aubrey Kirkpatrick, Dir. Finance, Admn. & Comms
- **The Alexander Dawson School, Las Vegas, NV, 89135;** *Fall 2009 - Petroglyph*; Kristi Delynko, Communications Manager

Marketing Materials

Excellence

- **Forest Grove School District, Forest Grove, OR, 97116;** *Power of Five*; Connie Potter, Dir., Comms. & Volunteers
- **Ingham Intermediate School District, Mason, MI, 48854;** *Professional Development Calendar / Web Portal*; Patrice Heinzman, Director of Public Information
- **Naperville Community Unit School District 203, Naperville, IL, 60540-6589;** *Building a Passion for our Global Community*; Melea Smith, Director of Communications
- **Pinellas County Schools, Largo, FL, 33779;** *Pinellas County Schools Program Guide 2010-11*; Andrea Zahn, Director, Communications

Merit

- **Capital Region BOCES - Career & Tech, Albany, NY, 12205;** *Careers Without Limits Course Guide*; Monique Jacobs, Communications Coordinator
- **Fargo Public Schools, Fargo, ND, 58102;** *"True Learning Begins..."*; Tim Morrissey, Communication Writer
- **Fort Worth ISD, Fort Worth, TX, 76107;** *Young Women's Leadership Academy*; Barbara Griffith-Moffett, Senior Communication Officer
- **Gwinnett County Public Schools, Suwanee, GA, 30024-2978;** *Diversity Ad - Teachers of Color Magazine*; Laura Nurse, Director of Publications & Public Information
- **Oneida-Herkimer-Madison BOCES, Utica, NY, 13502;** *School Communications Brochure*; Jean Palmer, Senior Public Relations Specialist
- **Orange County Public Schools, Orlando, FL, 32801;** *Discounts & Deals*; Dylan Thomas, Director of Community Relations

- **The Alexander Dawson School, Las Vegas, NV, 89135;** *Admissions Marketing Package (Viewbook, postcard, ads);* Kristi Delynko, Communications Manager
- **Tyler ISD, Tyler, TX, 75701;** *One Passion...One Purpose ;* Sandra Stanley, Coordinator of Communications

Honorable Mention

- **Atlanta Public Schools, Atlanta, GA, 30303;** *Atlanta Public Schools Neighborhood Celebration;* Charlotte Napper, Graphic Designer
- **Cherry Creek School District, Greenwood , CO, 80111;** *Getting To Know Us;* Communication Services,
- **Colonial School District, Plymouth Meeting, PA, 19462;** *Colonial "Look At Us";* David M. Sherman, Community Relations Coordinator
- **ESC of Central Ohio, Columbus, OH, 43219;** *ESCCO Viewbook 2009-2010;* Aaron Reinheld, Communication Manager
- **Golden Valley USD, Madera, CA, 93636;** *Golden Valley USD Marketing Campaign;* Sarah Koligian, Superintendent
- **Hurst-Euless-Bedford ISD, Bedford, TX, 76022;** *Are You My Teacher?;* Carolyn Marcantel, Webmaster
- **Illinois Mathematics & Science Academy, Aurora, IL, 60506-1000;** *Illinois Mathematics and Science Academy Recruitment Brochure;* Brenda Buschbacher, Coordinator of Public Information
- **Kent ISD, Grand Rapids, MI, ;** *Kent Transition Center Brochure;* Katie McClintic, Communications and Marketing Assistant
- **Newport News Public Schools, Newport News, VA, 23606;** *40 Rocks!;* Thomas Stormer, Community Relations Specialist / Graphic Designer
- **Oneida-Herkimer-Madison BOCES, Utica, NY, 13502;** *Career & Technical Education Center;* Jean Palmer, Senior Public Relations Specialist
- **Pittsford Central School District, Pittsford, NY, 14534;** *Pittsford Schools at a Glance;* Nancy Wayman, Director of Communications
- **Prince William County Public Schools, Manassas, VA, 20108;** *Profile of Excellence;* Kenneth Blackstone, Director of Communication Services
- **Sycamore Community Schools, Cincinnati, OH, 45242;** *Our Graduates Are Going Places!;* Erika Daggett, Chief Information Officer
- **Anne Arundel County Public Schools, Annapolis, MD, 21401;** *The Journey to Greatness - Teaching in Anne Arundel County Public Schools;* Jennifer Houck, Design Specialist

Print Newsletters – External Audience

Excellence

- **Atlanta Public Schools, Atlanta, GA, 30303;** *The Atlanta Educator;* M.V. Johnson, Director of Communications
- **California School Board Association, West Sacramento, CA, 95691;** *California School News;* Brian Taylor, Managing Editor

- **Pittsburgh Public Schools, Pittsburgh, PA, 15213;** *The Pittsburgh Educator*; Lynne Turnquist, Public Communications Manager
- **Shawnee Mission School District, Shawnee Mission, KS, 66217;** *Inside Shawnee Mission*; Leigh Anne Neal, Dir., Public Info & Comms.

Merit

- **Anoka-Hennepin Schools, Coon Rapids, MN, 55433;** *Focus Newsletter*; Mary Olson, Director of Communications and Public Relations
- **Arlington Public Schools, Arlington, VA, 22207;** *The Citizen*; Linda Erdos, Asst. Supt., School & Community Relations
- **Elmhurst CUSD 205, Elmhurst, IL, 60126-4838;** *District 205 Community Connection*; Karen Geddeis, Director of Communications
- **Gardner Edgerton USD 231, Gardner, KS, 66030;** *Horizon Newsletter*; Leann Northway, Community Relations Coordinator
- **Greece Central School District, Rochester, NY, 14615;** *"Connection" Newsletter*; Laurel Heiden, Community Relations Manager
- **Irving Independent School District, Irving, TX, 75062;** *Inside Irving Independent School District*; Tony Thetford, Director of Public Information
- **Middletown City Schools, Middletown, OH, 45044;** *Middletown City Schools Promotion*; Debbie Alberico, Communications/Community Relations
- **Mukilteo School District, Everett, WA, 98204;** *Your Schools*; Andrew Muntz, Mgr., Communications & PR
- **Nassau BOCES, Garden City, NY, 11530-9195;** *Elmont Dialogue*; Mary Quinn, Executive Director
- **Nassau BOCES, Garden City, NY, 11530-9195;** *Freeport Pride*; Mary Quinn, Executive Director
- **Resource Training & Solutions, St Cloud, MN, 56302-1576;** *The Communicator*; Robert C. Cavanna, Executive Director

Honorable Mention

- **Capital Region BOCES, Albany, NY, 12205;** *Great Expectations Newsletter*; Christine Carpenter, Communications Specialist
- **Coppell Independent School District, Coppell, TX, 75019;** *Coppell Independent School District "EXPRESS"*; Tamerah Ringo, Director of Communications/PR
- **Grand Island Public Schools, Grand Island, NE, 68802-4904;** *The Success Press*; Carol Bryant, Public Relations Coordinator
- **Kent School District #415, Kent, WA, 98030-6643;** *Kent School District Connects*; Becky Hanks, Executive Director of Community Connections
- **Nassau BOCES, Garden City, NY, 11530-9195;** *Seaford Education Spotlight*; Mary Quinn, Executive Director
- **Nassau BOCES, Garden City, NY, 11530-9195;** *Sewanhaka Scoop*; Mary Quinn, Executive Director
- **New Philadelphia City Schools, New Philadelphia, OH, 44663;** *Quaker Talk*; Charlyn Menapace, Public Relations Coordinator

- **North Little Rock School District, North Little Rock, AR, 72115-0687;** *Newsletter*; Shara Brazear, Communications Director
- **North Thurston Public Schools, Lacey, WA, 98516-5390;** *North Thurston Public Schools Success*; Courtney Schriever, Director of Communications
- **Passaic County Technical Institute, Wayne, NJ, 7470;** *The Technician*; Sandra Woods, Assistant to Superintendent
- **Pearland ISD, Pearland, TX, 77581;** *Progress Newsletter*; Renea Ivy, Director of Communications
- **Perrysburg Schools, Perrysburg, OH, 43551;** *The Latest Buzz*; Thomas Hosler, Superintendent
- **Pittsford Central School District, Pittsford, NY, 14534;** *Quarterly Newsletter*; Nancy Wayman, Director of Communications
- **Southern Westchester BOCES, Elmsford, NY, 10523;** *Inside Our Schools*; Evelyn McCormack, Public Information Coordinator
- **Tech Valley High School, Rensselaer, NY, 12144-3462;** *Tech Valley High School Newsletter Dec. 2009*; Michael McCagg, Communications
- **West Genesee Central School District, Camillus, NY, 13031-9686;** *The Communicator*; Bonnie Russell, Web Site Coordinator
- **Buffalo-Hanover-Montrose School District, Buffalo, MN, 55313;** *Insider Newsletter*; Laura Barta, Communications Coordinator
- **Dutchess County BOCES, Poughkeepsie, NY, 12603;** *Pine Plains Newsletter*; Anna Marie Paolercio, Director of Communications & Grant Research
- **Southern Westchester BOCES, Elmsford, NY, 10523;** *School News*; Colette Connolly, Public Relations Assistant
- **St. Helens School District, St. Helens, OR, 97051;** *The Chalkboard (Quarterly Newsletter)*; Marleen Zytrowski, Community Relations Secretary

Print Newsletters – Internal Audience

Honorable Mention

- **Cherry Creek School District, Greenwood Village, CO, 80111;** *Cherry Creek Leak*; Steve Cross, Graphic Designer
- **Clover Park School District, Lakewood, WA, 98499-1341;** *Inside Schools*; Kimberly Prentice, Community Relations Director
- **Newport News Public Schools, Newport News, VA, 23606;** *NewsBreak*; Thomas Stormer, Community Relations Specialist / Graphic Designer
- **Oneida-Herkimer-Madison BOCES, Utica, NY, 13502;** *"Employee Times"*; Jean Palmer, Senior Public Relations Specialist

Special Purpose Publications

Excellence

- **Adams County School District 50, Westminster, CO, 80030;** *Celebration of Achievement Booklet*; Patty Carrico, Executive Assistant, Communications

- **Atlanta Public Schools, Atlanta, GA, 30303; *Lowery Lecture Series Program***; Charlotte Napper, Graphic Designer
- **Cherry Creek School District, Greenwood Village, CO, 80111; *Link***; Steve Cross, Graphic Designer
- **Coppell Independent School District, Coppell, TX, 75019; *Passport to the Future (IB Brochure)***; Tamerah Ringo, Director of Communications/PR
- **Denver Public Schools, Denver, CO, 80203; *Emergency Response and Crisis Management Classroom Guide***; Stephen Finley, Director of Risk Management
- **DoDEA, Arlington, VA, 22203; *Guidance & Counseling (6th - 8th)***; Frank O'Gara, Chief, Communications
- **Fairfax County Public Schools, Annadale, VA, 22003; *Beyond Conversation***; Pam Martin, Manager, Multimedia Design
- **Fairfax County Public Schools, Annadale, VA, 22003; *Early Learning through the Visual Arts***; Pam Martin, Manager, Multimedia Design
- **Fort Worth ISD, Fort Worth, TX, 76107; *Cellphones Posters***; Barbara Griffith-Moffett, Senior Communication Officer
- **Hamilton-Wentworth District School Board, Hamilton, ON, L8P 1H6; *Student Resource Guide***; Sue Phillips, Corporate Communications Department
- **Orange County Public Schools, Orlando, FL, 32801; *2009-2010 Pocket Facts***; Dylan Thomas, Director of Community Relations
- **Oxford Area School District, Oxford, PA, 19363; *Hopewell Elementary School Dedication Program***; Arthur T. Salatto, Communications Specialist
- **Peel District School Board, Mississauga, ON, L5R 1C6; *2009 Asian Heritage Month Awareness Poster***; Ryan Reyes, Communications Officer
- **Peel District School Board, Mississauga, ON, L5R 1C6; *2009 Black History Month Poster***; Ryan Reyes, Communications Officer
- **Pittsburgh Public Schools, Pittsburgh, PA, 15213; *Another BIG WIN for Pittsburgh***; Susan Chersky, Public Relations Coordinator
- **Richland School District Two, Columbia, SC, 29206; *Big Shoes to Fill poster***; Laura Baker, Public Information Assistant
- **St. Charles Parish Public Schools, Luling, LA, 70070; *The InBox***; Rochelle Cancienne-Touchard, Director of Public Information

Merit

- **Aurora Public Schools, Aurora, CO, 80011-6297; *A World of Learning Every Day***; Georgia Duran, Chief Communication Officer
- **Aurora Public Schools, Aurora, CO, 80011-6297; *What School is Right for Your Child?***; Georgia Duran, Chief Communication Officer
- **Chesterfield County PS, Chesterfield, VA, 23832; *Educating a Diverse Community***; Tim Bullis, Director, Community Relations
- **Community Consolidated SD 62, Des Plaines, IL, 60016; *Family Connections***; Mindy Ward, Director of Community Relations

- **Community Consolidated SD 62, Des Plaines, IL, 60016;** *Partners in Education*; Mindy Ward, Director of Community Relations
- **Denver Public Schools, Denver, CO, 80203;** *Welcome Back Packet*; Stephen Finley, Director of Risk Management
- **Fairfax County Public Schools, Annadale, VA, 22003;** *Passport Collection 2010*; Pam Martin, Manager, Multimedia Design
- **Farmington Area Public Schools, Mahtomedi, MN, 55115;** *ECFE Catalog*; Beth Holsen, Designer
- **Gaston County Schools, Gastonia, NC, 28053;** *Gaston County Schools 2009-2010 Curriculum Guide - Our Students, Our Curriculum*; Bonnie Reidy, Chief Communications Officer
- **Grand Island Public Schools, Grand Island, NE, 68802-4904;** *Grand Island Senior High School Brochure*; Carol Bryant, Public Relations Coordinator
- **Greece Central School District, Rochester, NY, 14615;** *Dress For Success*; Laurel Heiden, Community Relations Manager
- **Hurst-Euless-Bedford Independent School District, Bedford, TX, 76022;** *District Goals Booklet*; Judy Ramos, Director of Communications
- **Minnetonka Public Schools, Minnetonka, MN, 55345;** *Inspiring a Passion to Excel - Minnetonka Middle Schools*; Janet Swiecichowski, Exec. Director, Communications
- **Newport News Public Schools, Newport News, VA, 23606;** *Pocket Facts*; Charlotte Colbert, Information Services Specialist
- **Nordonia Hills City Schools, Northfield, OH, 44067;** *Back to School*; Patricia Koslo, Public Information Officer
- **Orono Public Schools, Long Lake, MN, 55356;** *Where Success is Spoken*; Gary Kubat, Director of Communications
- **SAMH/Center for Substance Abuse Prevention, Rockville, MD, 20855;** *Reach Out Now Materials*; Yesenia Flores Diaz, Operations Manager
- **Traverse City Area Public Schools, Traverse City, MI, 49685-0032;** *TCAPS' PSA Enrollment Commercials*; Alison Arnold, Director of Marketing, Communications, & Volunteer Services

Honorable Mention

- **Albemarle County Public Schools, Charlottesville, VA, 22902;** *Program of Studies*; Maury Brown, Communications Coordinator
- **Anne Arundel County Public Schools, Annapolis, MD, 21401;** *Overcoming Disproportionality (Book & CD)*; Steve Grey, Design Specialist
- **Anoka-Hennepin Schools, Coon Rapids, MN, 55433;** *High School Registration Guide*; Mary Olson, Director of Communications and Public Relations
- **Anoka-Hennepin Schools, Coon Rapids, MN, 55433;** *Choices For Your Child Brochure*; Mary Olson, Director of Communications and Public Relations

- **Anoka-Hennepin Schools, Coon Rapids, MN, 55433; *Kindergarten Handbook***; Mary Olson, Director of Communications and Public Relations
- **Colonial School District, Plymouth Meeting, PA, 19462; *Secondary Success: Expanding minds at Plymouth Whitemarsh High School***; David M. Sherman, Community Relations Coordinator
- **Coppell Independent School District, Coppell, TX, 75019; *Above and Beyond (CTE Brochure)***; Tamerah Ringo, Director of Communications/PR
- **Dallastown Area School District, Dallastown, PA, 17313-9242; *Instructional Support Team/Reading Recovery***; Lori Hartman, Director of Community and Public Relations
- **Enlarged City School District of Middletown, Middletown, NY, 10940; *College Planner***; Melissa Cortellini, Public Information Specialist
- **Fairfax County Public Schools, Annadale, VA, 22003; *Motivation, Aspiration, Dedication...Genius!***; Pam Martin, Manager, Multimedia Design
- **Fort Bend ISD, Sugar Land, TX, 77479; *Fort Bend ISD Celebrating Success***; Nancy Porter, Communications Officer
- **Gaston County Schools, Gastonia, NC, 28053; *Gaston County Schools Information Guide 2010 - We Are The Future!***; Bonnie Reidy, Chief Communications Officer
- **Halifax Regional School Board, Dartmouth, NS, B2Y 4S8; *What you should know about school and bus cancellation due to severe or inclement weather***; Doug Hadley, Communications Coordinator
- **Jeffco Public Schools, Denver, CO, 80401; *Culture Brochure***; Beverly Craddock, Community Relations Specialist
- **Jefferson County Public Schools, Louisville, KY, 40209; *Choices (set of 8 booklets)***; Stephanie Bateman, Director of Communications
- **Ladue School District, St. Louis, MO, 63124; *Strategic Planing Brochure: Preparing Our Students for a Global Society***; Susan Dielmann, Director of Communications
- **Ladue School District, St. Louis, MO, 63124; *Connection: Prop O***; Susan Dielmann, Director of Communications
- **Lexington School District One, Lexington, SC, 29071-1869; *Teachers of the Year***; Mary Beth Hill, Director, School/Community Relations
- **Nassau Boces, Syosset, NY, 11791; *Nassau BOCES 2009-2010 Catalog of Courses***; Kelly May, Senior Manager
- **New Orleans Center for Creative Arts, New Orleans, LA, 70117; *Umbra***; Brian Hammell, Dir., Comms. & Campus Activities
- **North Clackamas School District, Milwaukie, OR, 97222; *Parent Institute Brochure***; Leslie Robinette, Coord., District Communications
- **Oneida-Herkimer-Madison BOCES, Utica, NY, 13502; *2010-2011 Service Directory***; Jean Palmer, Senior Public Relations Specialist
- **Pinellas County Schools, Largo, FL, 33779; *Gibbs High School Pinellas County Center for the Arts***; Andrea Zahn, Director, Communications
- **Prior Lake-Savage Area Schools, Prior Lake, MN, 55372; *Budget Basic***; Kristi Mussman, Communications Coordinator

- **PSJA ISD, Pharr, TX, 78577;** *T-STEM Early College High School Brochure*; Arianna Vazquez-Hernandez, Public Information Officer
- **Richland School District One, Columbia, SC, 29201;** *Richland One Connects*; Richland One Office of Communications, Director
- **School District of Clayton, Clayton, MO, 63105;** *Wydown Tomorrow*; Christopher Tennill, Chief Communications Officers
- **Simco Muskoka Catholic DSB, Barrie, ON, L4M 5K3;** *i-Connect*; Diane Legg, Director of Communications & Public Affairs
- **St. Tammany Parish PS, Covington, LA, 70434;** *Keep in Touch Card*; Meredith Mendez, Director of Communications/Public Information
- **Tyler ISD, Tyler, TX, 75701;** *Tyler ISD Location Map*; Sandra Stanley, Coordinator of Communications
- **Webster Central Schools, Webster, NY, 14580;** *Special Issue: Fine Art & Multipurpose Facilities Upgrade*; Ann Carmody, Director, Community Relations
- **Westside Community Schools, Omaha, NE, 68114;** *Grow Your Career with Westside Community Schools*; Peggy Rupprecht, Director of Communications

Golden Achievement Awards

- **Adams County School District 50, Westminster, CO, 80030;** *New Westminster/Career Academy Marketing Campaign*; Patty Carrico, Executive Assistant, Communications
- **Calumet School District 132, Calumet, IL, 60827;** *Administrative Leadership Academy*; Elizabeth Reynolds, Superintendent
- **Charlotte-Mecklenburg Schools, Charlotte, NC, 28202;** *Give It Back Challenge*; Kathleen Johansen, Media Relations Supervisor
- **Charlotte-Mecklenburg Schools, Charlotte, NC, 28202;** *2008-2009 Annual Report*; Carmen Bray, External Relations Supervisor
- **Charlotte-Mecklenburg Schools, Charlotte, NC, 28202;** *“Strategic Plan 2014: Teaching Our Way to the Top;”* Dail Willis, Senior Writer/Editor
- **Cherry Creek School District, Greenwood Village, CO, 80111-1394;** *Leadership Cherry Creek*; Tustin Amole, Director of Communications
- **Clayton County Public Schools, Jonesboro, GA, 30236;** *DAY One: A Celebration of Learning*; Rhonda Burnough, Community Relations Liaison
- **Clayton County Public Schools, Jonesboro, GA, 30236;** *Media Liaison Program*; Jacqueline Evans, Communications Assistant
- **Community Consolidated SD 181, Westmont, IL, 60559;** *Blue Ribbon Campaign*; Rita DuChateau, Director of Communications
- **Corpus Christi ISD, Corpus Christi, TX, 78403;** *Celebrating 100 Years*; Lorette Williams, Director of Communications
- **DoDEA, Arlington, VA, 22203;** *Across the Miles*; Frank O’Gara, Chief, Communications
- **Fort Wayne Community Schools, Fort Wayne, IN, 46802;** *Communication Handbook*; Melanie Hall, Director, Public Affairs

- **Guilford County Schools, Greensboro, NC, 27401**; *Respectful and Responsive Service*; Lillian Govus, Communications Manager
- **Guilford County Schools, Greensboro, NC, 27401**; *Oak Ridge Elementary Facility Web site and E-mail List*; Laurie Hogan, Program Administrator - Communications
- **Guilford County Schools, Greensboro, NC, 27401**; *State of Our Schools*; Jennifer Landes, Program Administrator - Communications
- **Harrison School District 2, Colorado Springs, CO, 80906-3543**; *Harrison Family Reading Program*; Jennifer Sprague, Public Information Officer
- **Harrison School District 2, Colorado Springs, CO, 80906-3543**; *Website Redesign and Launch*; Jennifer Sprague, Public Information Officer
- **Henry County Schools, Collinsville, VA, 24078**; *Helping Hands*; Melany Stowe, Communications & Community Relations
- **Lawrence Township Public Schools, Lawrenceville, NJ, 8648**; *Strategic Planning Initiative*; Lana Mueller, Operations Manager
- **Lincoln Parish Schools, Ruston, LA, 71270**; *Lincoln Achieve*; Cathi Cox, Achieve Coordinator
- **Naperville Community Unit SD 203, Naperville, IL, 60540-6589**; *Website Redesign Initiative - 16 School Sites Representing Three Levels, In One Year*; Melea Smith, APR, Director of Communications
- **Nassau BOCES, Garden City, NY, 11530-9195**; *Garden City 2009 School Investment Bond*; Angela Marshall, Interactive Production Manager
- **New Orleans Ctr for Creative Arts, New Orleans, LA, 70117**; *Celebration Ceremony*; Brian Hammell, Dir., Comms. & Campus Activities
- **Normandy School District, St. Louis, MO, 63121**; *Expectation Graduation: Reach Out to Dropouts*; Charlene Goston, Public Relations Specialist
- **North Penn School District, Lansdale, PA, 19446**; *NPSD Educational Foundation 20th Anniversary Silent Auction and Gala*; Christine Liberaski, Manager, Office of School/Community Engagement
- **Peel District School Board, Mississauga, ON, L5R 1C6**; *Student Leadership for Global Development*; Scott LaMantia, Communications Project Coord.
- **Peel District School Board, Mississauga, ON, L5R 1C6**; *Full-day Early Learning Implementation*; Carla Pereira, Acting Communications Manager
- **Peel District School Board, Mississauga, ON, L5R 1C6**; *Spotlight on Asian Heritage*; Ryan Reyes, Communications Officer
- **School District of Clayton, Clayton, MO, 63105-3869**; *District-Wide Food Allergy Management Policy Awareness Campaign*; Christina Perrino, Communications Specialist
- **Schoolhouse Communications, Lakewood, CO, 80228**; *Health and Wellness in Public Schools*; Lesley Dahlkemper, President
- **Shawnee Mission School District, Shawnee Mission, KS, 66217**; *2010 Community Forums Presentation*; Leigh Anne Neal, Director, Public Info & Communications
- **Sheboygan Area School District, Sheboygan, WI, 53081**; *Open Enrollment Marketing Campaign*; Nicole Sondalle, Marketing Specialist

- **Shoreline Public Schools, Shoreline, WA, 98133; Bonds for Modernization/Replacement of High Schools;** Craig Degginger, Public Information Officer
- **Springdale Arkansas School District, Springdale, AR, 72765; Springdale District Facebook Page;** Rick Schaeffer, Communications Director
- **St. Tammany Parish PS, Covington, LA, 70434; H1N1 Vaccination Campaign;** Meredith Mendez, Director of Communications/Public Information
- **St. Tammany Parish PS, Covington, LA, 70434; Preservation Plaza Campaign;** Meredith Mendez, Director of Communications/Public Information
- **Traverse City Area Public Schools, Traverse City, MI, 49685-0032; Elementary Curriculum Awareness Program;** Alison Arnold, Director of Marketing, Communications, & Volunteer Services
- **Twin Rivers USD, North Highlands, CA, 95660; School Consolidation Engagement Process;** Trinette Marquis, Director of Communications
- **Tyler ISD Foundation, Inc., Tyler, TX, 75702; We Believe: The Campaign That Made History;** Larry Goddard, Executive Director
- **Virginia Beach City Public Schools, Virginia Beach, VA, 23456; H1N1 Flu Vaccine;** Nancy Soscia, Public Relations Coordinator
- **Virginia Beach City Public Schools, Virginia Beach, VA, 23456; SchoolNet Parent Portal;** Nancy Soscia, Public Relations Coordinator
- **Virginia Department of Education, Richmond, VA, 23218-2120; VDOE H1N1 Influenza Awareness Campaign;** Charles Pyle, Director of Communications